

Wine - China - November 2013

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“The increasing importance of individual consumption in the retail market fuels growth in wine in China, yet, per capita volume is still low compared to top wine consuming nations, signalling the need to boost consumption frequency and foster wine drinking habits among mass consumers.”

– Can Huang – Senior Research Analyst

This report looks at the following areas:

- Where does the future growth potential exist in the China wine market? How can wine companies grasp these potentials?
- Where do Chinese consumers drink wine? Is there any opportunity to encourage wine drinking on more occasions?
- Does the boom in online shopping shed some light on wine sales? Do Chinese consumers behave differently between making online and offline purchases? What is the trend for future online wine distribution?

Different occasions tend to dictate consumers' wine preferences. In-home, wine with more of a 'consumer friendly' image would be a strong contender to the popular beer. Wine with more accessible price points should encourage casual in-home consumption. Out-of-home, Chinese consumers are more likely to pay a premium for wine, given the importance of social image and 'gaining face', with high emotional importance.

Online buying has emerged as a remarkable trend in China. Despite the fact that online is still not as popular as other more conventional channels, it has huge potential with wine as part of this development.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market